



## MARKETING

School of Business Administration  
[www.aus.edu/sba](http://www.aus.edu/sba)



The world of marketing is dynamic, exciting, media-driven and people-centered. Marketing professionals study and understand customer needs and desires in order to meet these needs and to satisfy these desires with an organization's products and services. Marketing professionals are involved with attracting and motivating customers to buy a certain product or to use a certain service. Marketing professionals are responsible for creating successful marketing strategies so that products and services thrive in the marketplace. Marketing professionals are therefore employed across many different organizations, institutions and businesses.



### Possible Career Options

- Advertising Executive or Manager
- Brand Manager
- Director of Marketing
- Luxury Marketer
- Manufacturer Sales Representative
- Merchandise Manager
- Purchasing Agent
- Sales Manager
- Market Research Analyst
- Customer Service Worker
- Direct Salesperson
- Product Manager
- Executive Stockbroker
- Field Representative



### Possible Employers

- Advertising Agencies
- Airlines
- Banks
- Colleges and Universities
- Communication Companies
- Computer Industry
- Fashion and Cosmetic Industry
- Government Agencies
- Health Care Companies
- Hospitals
- Insurance Companies
- International Companies



### Skills Required

- Ability to understand different personalities and characters
- Ability to persuade and influence people
- Ability to work well with people
- Ability to make appropriate decisions and sound judgments
- Ability to solve problems
- Ability to understand and apply the results of consumer research
- Ability to sell products and services
- Knowledge of marketing strategies and consumer needs and wants
- Proficiency in written and oral communication



### Personal Attributes

- Achievement-oriented
- Creative
- Self-confident
- Ambitious
- Competitive
- Analytical
- Flexible
- Patient
- Friendly
- Alert
- Interest in working with people



### Ways to Get Experience

- Doing an internship
- Attending sales and marketing-related lectures, workshops or conventions
- Joining a professional marketing organization
- Working part-time in retail or an advertising company
- Volunteering or working part-time in a high school or university marketing department
- Volunteering for a non-profit organization or club